

**The Nebraska
Emergency Management Agency
through the U.S. Dept. of Energy and the
Western Governors' Association
and Hosted by
Union College, Lincoln Nebraska
Presents**

RISK COMMUNICATIONS WORKSHOP

BY OAK RIDGE ASSOCIATED UNIVERSITIES

Increasingly, the fast pace of the today's news cycle requires more preparation and agility in message delivery. During a crisis it is critical to know how to maximize communication skills to address media, community and stakeholder inquiries. Risk Communication Workshop:

- Uses science-based principles, best practices, and practical experience to assist professionals in designing, delivering, and evaluating messages
- Addresses sensitive and controversial emergencies that have potential to impact health, safety, and the environment
- Provides blended and interactive learning experiences designed to boost individual communication skills
- Highlights the importance of crisis communication during an emergency-related event

Workshop Features:

Day 1 – Come prepared to address a scenario as listed in the 4th bullet below:

- **Spokesperson Self-Assessment**
- **Risk Communications Principals**
 - o Recognizing the importance of risk communications
- **Psychology of Messaging: Why Risk Communication is Different**
- **Presentations (randomly selected)**
 - o Each participant should be prepared to present on a controversial/sensitive, agency-relevant (your agency) topic of choice.



- o Videotaping
- o Professional and Peer Feedback

Day 2

- **Establishing Trust and Credibility**
- **Messaging Development Mapping Workshop**
 - o Refining Presentations
- **Working with the Media**
 - o Templates for Difficult Questions
 - o Refining Answers Workshop
- **Media Interviews** (randomly-selected)
 - o Each participant should be prepared to answer questions related to their presentation
 - o Videotaping
 - o Professional and Peer Feedback

Day 3

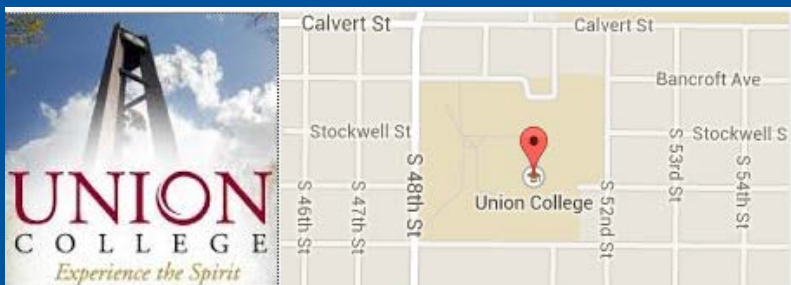
- **Presentations** (randomly-selected)
 - o Each participant should be prepared to present on a controversial/sensitive, agency-relevant topic of their choice
 - o Videotaping
 - o Professional and Peer Feedback
- **Impact of Social Media and Risk Communication**
- **Spokesperson Self-Assessment**
- **Wrap up**
 - o Course Evaluation

When:

Tuesday through Thursday, 9 – 11 June 2015

Where:

Union College
3800 48th Street,
International Rescue and Relief (IRR) Bldg., Room #213
Lincoln, NE 68506



There is no charge
to attend this workshop.

See last page for parking instructions.

ABOUT THE INSTRUCTOR



Dr. Ron Edmond is a senior manager for the Oak Ridge Associated Universities (ORAU) National Security Emergency Management Program (NSEMP). He supports NSEMP's crisis and risk communication efforts for Departments of Energy (DOE), Homeland Security (DHS), Health and Human Services, Centers for Disease Control and Prevention (CDC), Veterans Healthcare Administration (VHA), as well as local, state, and tribal authorities. He works to strengthen organizations' crisis communication planning and emergency preparedness efforts for malevolent or unintentional events such as chemical, biological, radiological, and nuclear mishaps. Dr. Edmond specializes in low-trust, high-concern communication issues such as occupational health, transportation of radioactive waste, chemical weapons, influenza pandemic, and environmental issues.

Dr. Edmond manages the research, development, testing, training and implementation of first responder software applications for DHS, DOE, and VHA. He designs, develops, and conducts nationwide training courses on crisis risk communication issues, transportation of radioactive waste materials, and emergency preparedness training for schools/educators. Dr. Edmond serves as a faculty member for the internationally renowned Radiation Emergency Assistance Center/Training Site (REAC/TS), is a nationally-known crisis communication speaker, and teaches crisis communication as an adjunct professor at the university level.

Dr. Edmond's academic credentials include an Ed.D., Executive Leadership from Lincoln Memorial University; an Ed.S., Educational Administration and Supervision, Lincoln Memorial University; an M.Ed., Human Resource Development with an emphasis in adult learning from Vanderbilt University; and a B.S. double major, mass communication and speech from East Tennessee State University. Dr. Edmond's mentored under Dr. Vincent Covello.

QUESTIONS?

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